

# **REQUEST FOR PROPOSAL (RFP)**

## **McAULIFFE PARK URBAN FARM DEVELOPMENT AND OPERATION**

Job Number 06-14-PK

Proposal Due Date –February 14, 2014, no later than 3:00 pm PST



PARKS AND COMMUNITY SERVICES DEPARTMENT  
**JENNIFER SCHRODER, DIRECTOR**

**MAILING ADDRESS AND CONTACT INFORMATION:**

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## DESCRIPTION OF PROJECT, RFP INSTRUCTIONS & EXPECTATIONS

### A. BACKGROUND

McAuliffe Park is an extraordinary landscape that has evolved from Kirkland's pioneer days to the present under the stewardship of the Langdon/Johnson & McAuliffe families, and now the City of Kirkland Parks & Community Services Department.

The City first purchased a small portion of the property in the 1990's and the remainder in 2001 for a total of 11.6 acres. In 2005, the City retained Barker Landscape Architects to help master plan the park. The intent of the master plan (the Plan) is to preserve and enhance the heritage farmstead, gardens and overall unique character of the property. Development of the site is envisioned to support programming such as community gardening and education, forest restoration (native plant nursery), sustainability and other related activities. The plan also focused on enterprise opportunities, such as weddings, events and business meetings as a means of generating revenue to offset operating costs. The McAuliffe Park Master Plan is available on the City of Kirkland website: [http://www.kirklandwa.gov/depart/parks/Park\\_Planning\\_Development/McAuliffe\\_Park\\_Master\\_Plan.htm](http://www.kirklandwa.gov/depart/parks/Park_Planning_Development/McAuliffe_Park_Master_Plan.htm)

The site is currently used by the public primarily for informal picnicking and walking. Operationally, the site is used to store Park Maintenance equipment and supplies as well as supporting a pea-patch program and a native plant nursery. Nursery stock is used in natural area restoration projects within the Kirkland Park system. In addition, Kirkland Recreation offers a limited number of classes on site.

### B. DESCRIPTION OF PROJECT

The City of Kirkland Parks and Community Services Department (the Department) is seeking Proposals for overall development, renovation, management and operation of McAuliffe Park as a public resource and urban agriculture center.

#### 1. Site Description

The property, encompassing 13 separate parcels, is located primarily on the northeast corner of NE 116<sup>th</sup> Street and 108<sup>th</sup> Avenue NE in Kirkland's South Juanita neighborhood.

McAuliffe Park contains the following important elements within its nearly 12 acres:

- A large forested area/native conifer grove dominated by maturing second growth Douglas fir trees with a range of deciduous tree species. A network of trails leads through this dense forest canopy on the northern portion of the site.
- Community garden containing 36 individual plots
- Native plant nursery managed by volunteers within the Green Kirkland Program.
- Well-groomed lawn areas are interspersed with trees and shrubs of remarkable quality and variety.



- Several residences and outbuildings, including:  
Residences (Exhibit A)
  - Former McAuliffe Residence - Daylight rambler, about 4,290 sq. ft., constructed in 1969 (currently functioning as a home rental).
  - The Johnson Homestead, which includes a 1,490 sq. ft. rambler built in 1905 (currently functioning as a home rental), a detached 400 sq. ft. garage, and an historic barn (about 800 sq. ft.), built in the early 1900's.
  - The "Carriage House", a 1,660 sq. ft. brick house built in 1928 (currently functioning as a home rental).
  - The "Blair House", a 1,120 sq. ft. house built in 1955 (currently functioning as a home rental).
  - A 2-story combination Office/Car Storage Building, about 2,300 sq. ft. **(currently used for meetings and recreation/education classes for youth with a focus on cooking – Exhibit B)**
  - Expansive Carport Storage Structure, about 1,800 sq. ft., (currently used to store park maintenance equipment and materials)
  - Plus several other smaller outbuildings, storage sheds, and garden structures.

## 2. Urban Agriculture

The site currently supports a 36 plot community garden and a small native plant nursery. Mature apple trees of the past provide a reminder of the property's history. The site can be used for growing plants, harvesting food or ornamental crops. These agricultural outputs can be either donated or sold on or off the Site. Elements of Urban Agriculture shall be established in the long-term development and operation of the Site.

## 3. Public Benefit

Interested parties are asked to provide a written proposal for the development and operation of this site. In addition, the proposal must specify how the community at-large will benefit from the proposed development and operation. This may include free and reduced-price activities, existing facilities that are made accessible to the public, new facilities and programs that are created for general public benefit. Programming shall be consistent with the agreed upon use, and only after consultation between the Department and the Operator. In addition, it is expected that the Operator will accommodate the Department's programs at times when the Operator does not have programs scheduled.

Current programming is described in Exhibit B



## B. DEFINITIONS

AGREEMENT – As defined, includes the RFP, the Operator’s written submittals and the Contract(s) entered into with the City.

CITY - Means The City of Kirkland, a municipal corporation.

DEPARTMENT - shall mean the City of Kirkland Parks and Community Services Department.

EFFECTIVE DATE - Shall mean the date the Agreement is executed by both parties.

OPERATOR – The term “Operator” shall be the person(s), firm(s) or organization(s) selected by the RFP process to develop and operate the proposed site.

PUBLIC BENEFIT – The positive aspects available to the general public resulting from a site, project, program or other use.

QUALIFICATIONS – Shall mean demonstrated experience and success as a developer and/or Operator in the critical areas as identified which includes, but is not limited to: client references, business references, a demonstrable successful history of Urban Agriculture, natural area restoration and/or other related programs and property operation experience, the ability to insure operations and bond performance and other criteria set forth in the RFP.

RFP – Means the City of Kirkland Parks and Community Services Request For Proposals.

SITE – Also referred to as “Property” and or “Premises” shall mean the real property upon which the buildings are located and the property to be used by the Operator.

URBAN AGRICULTURE – Shall mean an area in the City that is used to grow plants, harvest food or ornamental crops either for donation or sale or for use by those cultivating the land and their households, or sold at the lot where they are grown or off-site, or both, and in which no other items are sold. Examples may include flower and vegetable raising, orchards and vineyards.

## C. CAPITAL IMPROVEMENTS

To implement the potential uses approved by the City in the Plan, the City seeks to enter into an Agreement with a qualified Operator(s) who can help meet the community’s needs for Urban Agriculture and wetland enhancement by planning, constructing and operating the Site. The successful Operator will demonstrate experience in planning, design, permitting, construction, and operation and maintenance.

The proposed facilities should enhance programming opportunities and may include other accessory/related activities that ensure creation of a self-sustaining business model and enhances the use of the Site. The City expects the Site to be developed at the Operator’s sole cost and expense from the current condition to fully operational as described in the



Operator's Proposal. Notwithstanding, the City may elect to partner for certain improvements to expand or add a public benefit. Improvements to the property by the City would be coordinated with the operator.

The proposal should clearly show the Operator's schedule for completing the Site and facility improvements for the proposed range of Urban Agriculture and wetland preservation and enhancement.

Planned capital improvements by the City are described in the Master Plan.

#### D. THE PROPOSAL GUIDELINES

Proposals submitted shall follow these guidelines:

1. Program and Operations Plan shall include the Operator's vision for the Site, including Urban Agriculture related programming. The Program and Operations Plan shall address the detailed Public Benefit, site programming, public outreach and engagement, and public access. All planning shall be consistent with the Plan.
2. Design, Planning & Construction Management Capability shall include the capital improvements plan which shall take into account the Plan.
3. Financial Plan shall include the detailed financial feasibility and business model to accomplish the Operator's vision. In addition, an operations and maintenance plan for the Site shall be presented to be consistent with the Operator's vision.
4. Corporate Organization shall include information about the Operator's organization, including subsequent partnerships. The proposal shall include the outline of how the Operator will be organized to operate and manage the Site.

All pieces of the proposal shall identify experience and organization of the Operator.

#### E. FINANCIAL SUBMITTAL INSTRUCTIONS AND EXPECTATIONS

Explain the funding for (1) the development and (2) subsequent operations. Clearly explain the timing and contingencies of your funding plan. The identity of any third party that will provide financing for the project and the nature and timing of their commitment should be clear. The City has no funds currently available for development or expanded operation of the facilities. Proposals that generate revenue to the City will be favored.

#### F. OPERATIONS EXPECTATIONS

The City expects that the Operator might, (1) coordinate marketing, (2) recruit, select and train personnel, (3) install point of sales, ticketing, and accounting systems, (4) complete and implement a system of operating policies and procedures and (5) test and certify the safety of all equipment and customer accessible fixtures. The Operator shall operate the Site (a) in a financially self-sustaining manner without subsidy from the City, (b) shall



operate the Site consistent with the Contract between the City and the developer and (c) shall operate the facilities for the benefit of the community and users of the Site. The primary purpose of the Site is to provide Public Benefit; the primary purpose is not to advance the business of the Operator at the expense of the City and users of the Site.

#### G. PROPOSAL SUBMITTAL STANDARDS AND PROCESS

##### 1. Submittal Format:

**Preferred:**

Proposals titled "**Proposal McAuliffe Park Urban Farm Project**" should be submitted as an e-mail attachment in PDF or MS Word format to:

[purchasing@kirklandwa.gov](mailto:purchasing@kirklandwa.gov).

**Or:**

One (1) unbound original and two (2) digital storage devices (CD or USB Flash Drive) in PDF or MS Word format mailed or delivered to:

City of Kirkland  
Attn: Barry Scott, Purchasing Agent  
Job # 06-14-PK  
123 5th Avenue, Kirkland, WA 98033

*Note that faxed proposals or electronic proposals submitted as compressed files will not be accepted.*

**Submittal Deadline: February 14, 2014, by no later than 3:00 p.m. Pacific Standard Time.**

Those who intend to submit proposals are encouraged to provide contact information to Barry Scott, Purchasing Agent, by email to [bscott@kirklandwa.gov](mailto:bscott@kirklandwa.gov). Those who provide contact information will be automatically notified of any issued addenda or the cancellation of the RFP. It is the sole responsibility of those who do not submit contact information to monitor the City's "Doing Business with the City" webpage for any addenda or a notice of cancellation.

2. In order for the City to accept and evaluate a Proposal, the submittal must be signed by an individual legally empowered to bind the Operator and must have been fully completed, along with any other attachments or supporting documentation required. Late or incomplete Proposals will not be considered.

3. The Operator shall rely on only this Request for Proposals document and any written supplement issued by the City for guidance on preparation of the qualification submittal. Operators shall not rely on any other written or any oral statements of the City or its officers, directors, employees or agents regarding the overall project or the Proposal in preparing and submitting the Proposal.



4. Any questions must be submitted in writing by **5:00 pm on February 5<sup>th</sup>**. Questions are to be directed to Jennifer Schroder, Kirkland Parks and Community Services Director via email at [JSchroder@Kirklandwa.gov](mailto:JSchroder@Kirklandwa.gov).

5. Each Operator should be aware the City must comply with the provisions of the Washington State Public Records Act, RCW 42.56, which applies to the release of public information. The information which an Operator submits to the City shall be available for public disclosure.

6. Operators will be responsible for all costs associated with development of their proposal, whether selected or not.

7. The City reserves the right to reject any and all submittals at any time with no penalty, or to waive immaterial defects and minor irregularities in any submittal.

8. All material submitted in response to this RFP shall become the property of the City upon delivery to the City's Purchasing Agent and will not be returned.

#### H. RFP ANTICIPATED SCHEDULE:

December 20, 2013	Advertisement begins
January 14, 2014	On-site tour of park (10:30 am)
February 5, 2014	Written questions submitted by 5:00 pm
February 7, 2014	Q&A document posted
February 14, 2014	Proposals due by 3:00 pm
February 21, 2014	RFP Evaluation
February 28, 2014	Operator Selection
March 28, 2014	Finalize Agreement Scope
April 9, 2014	Park Board Recommendation to Council
April 15, 2014	City Council Approval

-- END RFP --



## EXHIBIT A

### RENTAL PROPERTIES

- Former McAuliffe Residence - Daylight rambler, about 4,290 sq. ft., constructed in 1969.
  - Currently used as a single family home rental
  - Rental Rate \$2,095/month
  - Current lease term: 1 year
  - Expires: October 31, 2014
- The Johnson Homestead, which includes a 1,490 sq. ft. rambler, built in 1905. Includes a detached 360 sq. ft. garage estimated to be built 1910
  - Currently used as a single family home rental
  - Site address: 10836 NE 116<sup>th</sup> Street
  - Rental Rate \$1,345/month
  - Current lease term: 1 year
  - Expires: June 30, 2014
- The "Carriage House", a 1,660 sq. ft. brick house built in 1928.
  - Currently use as a single family home rental
  - Site address: 10814 NE 116<sup>th</sup> Street
  - Rental Rate \$1,175/month
  - Current lease term: 1 year
  - Expires: February 28, 2014
- The "Blair House", a 1,120 sq. ft. house built in 1955.
  - Currently use as a single family home rental
  - Site address: 10634 NE 116<sup>th</sup> Street
  - Rental Rate \$1,150/month
  - Current lease term: Month-to-month
  - Expires: 30-day notice



# EXHIBIT B

## RECREATION PROGRAM

### **City of Kirkland Recreation 2013 Programing at McAuliffe in the Office/Kitchen/Car Storage building:**

Kirkland Parks and Community Services offer recreation classes throughout the year. Examples of programs offered in 2013 include the following:

- 41 Parent-Child/Preschool/Youth classes served 314 participants, during weekday morning /afternoon. Total gross revenue generated came to \$13,924.
- 1 Adult class was offered that served 10 participants. Program is scheduled in the evening. Total gross revenue generated came to \$1,290.

#### **Program Titles by Quarter**

##### **Winter Quarter**

Creating in the Kitchen with Karen – cooking class for youth ages 6 – 12 years old  
Parent/Child Preschool Cooking Series - Seasonal cooking recipes for parent and preschool child.

##### **Spring Quarter**

Creating in the Kitchen with Karen – cooking class for youth ages 6 – 12 years old  
Parent/Child Preschool Cooking Series - Seasonal cooking recipes for parent and preschool child.

Parent/Child How Does Your Garden Grow – Preschool activities with garden theme

##### **Summer Quarter**

Creating in the Kitchen with Karen – cooking class for youth ages 6 – 12 years old  
Science/Art Summer Sensations – half day camps with science and art activities for 6 – 12yrs old

Yoga Camp for Kids - yoga day camp for youth 6 – 12 yrs. old

Dinner and Dessert with Karen – Adult cooking class

##### **Fall Quarter**

Creating in the Kitchen with Karen – cooking class for youth ages 6 – 12 years old  
Parent/Child Preschool Cooking Series - Seasonal cooking recipes for parent and preschool child.